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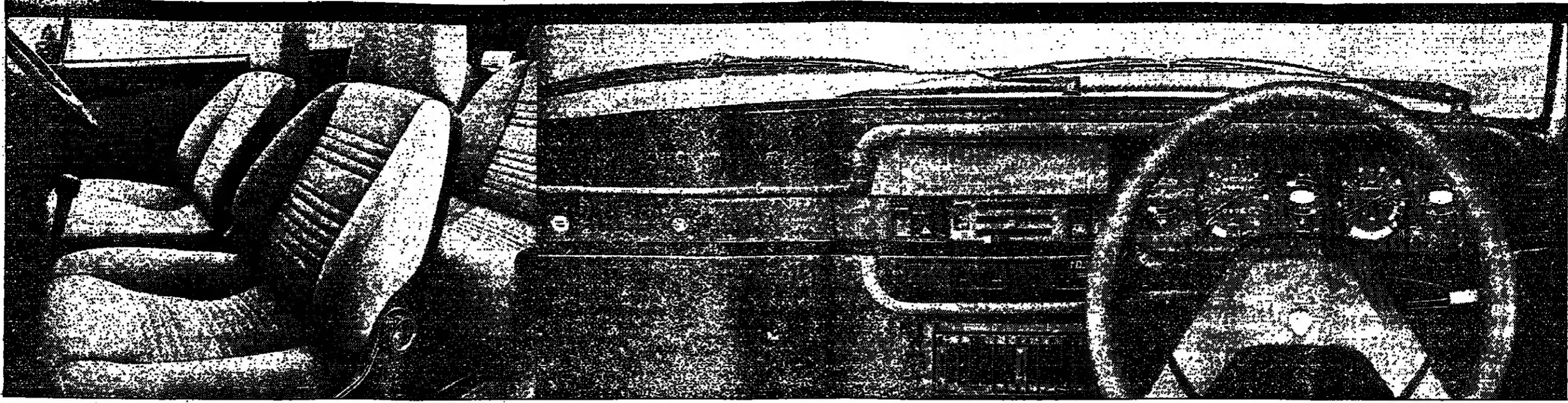
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MORE BAD NEWS FOR THE ORDINARY ESTATE AND COUPE.



The news is that we have introduced an even more refined version of both the Lancia Beta Coupe and the Lancia HPE (high performance estate). When these two very stylish, superbly engineered cars first arrived in Britain, our rivals were dismayed and the motoring public delighted. For many people, the cars were love at first sight. And now we've made them even more appealing. By adding subtle refinements on the outside and completely re-designing them on the inside. The seats are totally new and exceptionally comfortable. They are covered in the new soft fabric with all the elegance and luxury of wool.

And the front seats slide forward automatically to make access to the rear as easy as a four door car. The very comprehensive instrument panels and controls have been restyled to make them easier on the eye and simpler to use. And all the major controls, including lights and wipers are grouped on the steering column within fingertip reach. We've even added a bright, and accurate digital clock. But we've also made some significant changes to the power unit. By modifying the carburation and adding electronic ignition, the all-round performance has been improved and first time starting is even easier.

You can judge for yourself by driving either of these new cars at your Lancia dealer. He'll be pleased to demonstrate the all-out power and performance of the 2+2 Coupe and show the cavernous luggage space and remarkable flexibility of the three door HPE. But if you want to be one of the fortunate few, hurry. Because good news travels fast.

LANCIA. The most Italian car.
Lancia (England) Ltd., Alorton, Middlesex.
Tel: 01-998 5355 (24 hour sales enquiry service).

Beta Coupe Range: Coupe 1300-£4,252.95 Coupe 1600-£4,859.01 Coupe 2000-£5,256.81 (illustrated) Beta HPE Range: HPE 1600-£5,539.95 HPE 2000-£5,987.75 (illustrated)
Prices include VAT at 8% and car tax, inertia reel seat belts and delivery charges on UK mainland, but exclude number plates. Personal Export: If you are eligible to purchase a Lancia free of taxes, contact our Export Department.



